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Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
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R 240810Z FEB 78
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TO USDOC WASHDC
INFO AMEMBASSY ABU DHABI
AMEMBASSY ALGIERS
AMEMBASSY AMMAN
AMEMBASSY ATHENS
USINT BAGHDAD
AMEMBASSY BEIRUT
AMCONSUL CASABLANCA
AMEMBASSY DAMASCUS
AMCONSUL DHAHRAN
AMEMBASSY DOHA
AMEMBASSY JIDDA
AMEMBASSY KUWAIT
AMEMBASSY MANAMA
AMEMBASSY MUSCAT
AMEMBASSY RABAT
USLO RIYADH
AMEMBASSY SANA
AMEMBASSY TEHRAN
AMEMBASSY TEL AVIV
AMEMBASSY TRIPOLI
SECSTATE WASHDC 111

UNCLAS SECTION 1 OF 2 TUNIS 1401

ATEHNS FOR RTDO

E.O. 11652: N/A
TAGS: BEXP, TS
SUBJECT: FY 80 USDOC/CAGNE TRADE PROMOTION EVENT SCHEDULE

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REF: STATE 019944

1. SUMMARY. EMBASSY SUGGESTS PROMOTIONAL EVENTS BE HELD IN FIELDS OF MACHINE TOOLS, FOOD PROCESSING AND HEAVY CONSTRUCTION EQUIPMENT. APPROPRIATE PROMOTIONAL VEHICLE IN ALL CASES IS SEMINAR MISSION. ADDITIONALLY, EMBASSY SUGGESTS THAT CATALOG

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SHOW IN EITHER CARGO/MATERIALS HANDLING OR MINING EQUIPMENT BE HELD IN FY 80 AS FOLLOW-UP TO SEMINARS ON THOSE TOPICS BEING HELD THIS FISCAL YEAR. END SUMMARY.

2. EMBASSY HAS DISCUSSED FOLLOWING TRADE PROMOTION EVENT SCHEDULE INFORMALLY WITH BOTH GOT AND LOCAL TUNISIAN AND AMERICAN BUSINESSMEN. GIVEN CAPACITY OF COMMERCIAL SECTION TO SUPPORT AND FOLOW-UP ON PROMOTIONAL EVENTS, WE BELIEVE IT BEST TO LIMIT SCHEDULE TO NO MORE THAN THREE SEMINAR MISSIONS AND/ OR TRADE MISSIONS, AND ONE CATALOG SHOW PER FISCAL YEAR.

3. IT IS OUR OPINION THAT EFFECTIVE TECHNIQUE WOULD BE TO FOLLOW-UP SEMINAR MISSION WITH CATALOG SHOW ABOUT ONE YEAR LATER. FOR YF 80 SCHEDULE, WE YECOMMEND EITHER MINING EQUIPMENT OR MATERIALS/ CARGO HANDLING CATALOG SHOW BE HELD. BOTH THESE FIELDS ARE OF CONSIDERABLE INTEREST HERE. GIVEN SIZE OF MARKET AND TUNISIAN PROCLIVITY TO LOOK TO COMMON MARKET WHEN PURCHASING ITEMS IN THESE AR HON
WE THINK IT USEFUL TO FOLLOW-UP SEMINARS WITH CATALOG SHOW TO MAINTAIN INROADS THAT SEMINARS HAVE ACHIEVED.

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4. FOLLOWING ARE RECOMMENDED PROMOTIONAL EVENTS:
A. MACHINE TOOL SEMINAR MISSION.
1) THIS WAS SUGGESTED TO ECONOMIC/COMMERCIAL COUNSELOR DURING RECENT CALLS MADE ON API (TUNI-SIAN INVESTMENT PROMOTION AGENCY) AND BDET (TUNI-SINA INDUSTRIAL DEVELOPMENT BANK). BOTH STRESSED THAT A MAJOR THRUST OF FIFTH FIVE YEAR PLAN IS ESTA-BLISHMENT OF MECHANICAL INDUSTRIES--ASSEMBLY OF AUTOMOTOVE VEHICLES, TRACTORS AND DIESEL MOTORS AND MANUFACTURE OF PARTS TO INCREASE GRADUALLY LOCAL VALUE-ADDED. PLAN CALLS FOR 11.7 PERCENT GROWTH IN INDUSTRIAL SECTOR. IMPORTS OF MACHINE TOOLS IN 1976 TOTALED OVER $6 MILLION AND NONE CAME FROM THE UNITED STATES. USDOC MIGHT CONSIDER WAYS IN WHICH THEME COULD BE EXPANDED TO INCLUDE OTHER ASPECTS OF MOUNTING MECHANICAL INDUSTRIES.
2) AND 3) PROMOTIONAL VEHICLE SHOULD BE SEMINAR MIS-SION AND TIMING SHOULD BE EARLY IN FISCAL YEAR, PRE-FERABLY BEFORE DECEMBER 15. ALTERNATIVE VEHICLE COULD BE MACHINE TOOL MANUFACTURERS (IOGA), WITH TECHNI-CAL PAPERS--POSSIBILITY OF WHICH SUGGESTED BY USDOC'S GEOF WALSER.

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4) POST CANNOT SUPPLY IN -DEPT MARKET RESEARCH, BUT CAN PERFORM MARKET STUDY THAT WOULD PROBABLY SUFFICE AS STARTING POINT FOR EACH SEMINAR PARTICIPANT'S OWN EVALUATION OF MARKET.

B. FOOD PROCESSING EQUIPMENT:

-) AGROINDUSTRY HAS GENERATED CONSIDERABLE INTEREST IN RESPECT BOTH TO DOMESTIC MARKET AND EXPORTS. GIVEN EARLY HARVEST--TWO TO THREE WEEKS AHEAD OF PROTUGAL AND SPAIN--AND TUNISIAN DESIRE TO DIVERSIFY ITS EXPORTS IN GENERAL AND STIMULATE AGRICULTURAL GORWTH IN PARTICULAR, WE SEE FOOD PROCESSING AS A
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SECTOR WITH EXCELLENT GROWTH POTENTIAL IN COMING YEARS. (AGRIBUSINESS COUNCIL OF NEW YORK HAS MADE SEVERAL VISITS TO TUNISIA AND IS NOW ATTEMPTTING TO ORGANIZE AN INVESTMENT SEMINAR FOR NEW YORK SOMETIME THIS CALENDAR YEAR. CANNING OF FRUITS AND VEGETABLE IS ONE OF THE AREAS UNDER CONSIDERATION.)
TUNISIAN IMPORT REGULATIONS
EFFECTIVELY EXCLUDE
MOST IMPORTS OF CANNED ITEMS THAT ARE PRODUCED LOCALLY.

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-08 /019 W
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R 240810Z FEB 78
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AMEMBASSY TRIPOLI
SECSTATE WASHDC 112

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ATHENS FOR RTDO

2) AND 3) VEHICLE AGAIN SHOULD BE SEMINAR MISSION
AND TIMING SHOULD BE IN JANUARY-MARCH 1980.
4) SPECIFIC MARKET INFORMATION IS NOT IMMEDIATELY
AVAILABLE, BUT BOTH API AND BDET WOULD BE WILLING
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TO ASSIST US IN GATHERING SUCH INFORMATION. AGAIN
BELIEVE WE CAN PROVIDE ADEQUATE MARKET RESEARCH IN-
FORMATION WITHOUT INCURRING OUTSIDE MARKET RESEARCH
EXPENSE.

C. HEAVY CONSTRUCTION EQUIPMENT.
1) MARKET HERE IS HIGHLY COMPETITIVE AND MOST BUYERS
ARE PRIMARILY INTERESTED IN PRICE. SEVERAL CURRENT
US-BRAND SUPPLIERS TO MARKET HAVE TOLD US THEY ONLY
SELL EQUIPMENT PRODUCED IN THEIR OVERSEAS PLANTS BECAUSE
US-PRODUCED EQUIPMENT IS TOO EXPENSIVE AND TOO SOPHIS-
TICALTED FOR LOCAL NEEDS. AMONG US FIRMS HERE WITH
REPRESENTATIVES AND/OR AGENT/DISTRIBUTOR
RELATIONSHIPS ARE CLARK, J.I. CASE, INTERNATIONAL-
HARVESTOR, CATERPILLAR, JOHN DEERE AND FIAT ALLIS.
CURRENT FIFTH FIVE YEAR PLAN CALLS FOR SIGNIFICANT
EXPANSION IN CONSTRUCTION INDUSTRY. SOME LOCAL US
REPS WITH WHICH WE TALKED THOUGHT THAT IN SPITE
OF PRESENT TUNISIAN EXPOSURE TO US FIRMS, SEMINAR
COULD BE USEFUL MEANS TO INDTRODUCE LATEST PRODUCT
LINES AND CONCEPTS TO TUNISIAN MARKET, AS WELL AS
TO INTRODUCE FURTHER "HEALTHY COMPETITION".
2) AND 3) TIMING COULD BE ANYTIME IN 1980 UP TO

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THE MIDDLE OF JUNE. VEHICLE SHOULD BE SEMINAR MISSION.
4) THIS IS AREA IN WHICH INDEPENDENT AND FRESH
MARKET INFORMATION WOULD BE USEFUL. WE THINK IT
WOULD BE APPROPRIATE TO COMMISSION MARKET RESEARCH
STUDY. LOCAL DEAN OF THE BUSINESS SCHOOL HAS BEEN
RELIABLE MARKET RESEARCHER IN THE PAST--PHD IN
MARKETING --AND COULD POSSIBLY TAKE ON
THIS ASSIGNMENT WITH ADEQUATE (9 MONTHS) NOTICE
BEFORE BEGINNING OF SEMINAR. COMMERCIAL SECTION
COULD UNDERTAKE THIS STUDY, BUT GIVEN LIMITED MAN-
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POWER RESOURCES, WE DO NOT FORESEE BEING ABLE TO
COMPLETE MORE THAN TWO MARKET RESEARCH STUDIES PER
YEAR WHILE SUPPORTING THREE SEMINAR MISSIONS AND
PERFORMING OTHER NORMAL WORK LOAD REQUIREMENTS.

5. AS STATED IN PARA 3 ABOVE, EMBASSY THINKS CATA-
LOG SHOW SHOULD BE SCHEDULED FOR FY 80. TIMING
WOULD BE EARLY IN FISCAL YEAR, PREFERABLY IN
OCTOBER. MARKET WOULD HAVE ALREADY BEEN IDENTIFIED
FROM EARLIER MATERIALS/CARGO HANDLING OR MINING
SEMINAR. ANY ADDITIONAL MARKET INFORMATION REQUIRED
COULD BE PROVIDED BY COMMERCIAL SECTION.

6. IF SUGGESTIONS FOR PROMOTIONAL THEMES IN PARA
4 CANNOT BE MET, EMBASSY BELIEVES ANY OF FOLLOWING
THREE THEMES (IN ORDER OF PREFERENCE) COULD BE SUC-
CESSFUL: (A) HEALTH CARE EQUIPMENT; (B) LABORATORY,
SCIENTIFIC AND ENGINEERING EQUIPMENT; AND (C) UR-
BAN TRANSPORTATION EQUIPMENTA. AGAIN PROMOTIONAL
VEHICLE IN ALL CASES WOULD BE SIMINAR MISSION.
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